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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2015/2016

BIS2014 – MANAGEMENT INFORMATION SYSTEMS (All sections / Groups)

31 MAY 2016
9.00 A.M. - 11.00 A.M.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **TWO (2)** printed pages with four essay questions
2. Answer all **FOUR** questions.
3. Answer in the answer booklet provided.
4. Marks are shown at the end of each question.

Answer all questions. All questions carry equal marks.

QUESTION 1 (25 MARKS)

(a) (i) Name and briefly describe the capabilities of a DBMS. (5 Marks)

(ii) Define a relational DBMS and explain how it organizes data. (5 Marks)

(b) List and describe the components of a contemporary business intelligence infrastructure. (15 Marks)

QUESTION 2 (25 Marks)

(i) Define the Internet, describe how it works and explain how it provides business value. (10 Marks)

(ii) Should all major retailing and manufacturing companies switch to RFID? Why or why not? (15 Marks)

QUESTION 3 (25 Marks)

(i) Describe the role of the following in facilitating knowledge management: portals, wikis, social bookmarking, and learning management systems. (10 Marks)

(ii) Describe various ways that knowledge management systems could help firms with sales and marketing or with manufacturing and production. (15 Marks)

Continued...

QUESTION 4 (25 Marks)

(i) Explain how a GDSS (Group Decision Support System) works and how it provides value for a business.

(10 Marks)

(ii) Describe the advantages and disadvantages of using outsourcing for building information systems.

(15 Marks)

End of Page